

From: Newell, Russell
To: [Laura Rigas](#); [Magallanes, Downey](#); [Heather Swift](#)
Subject: Monument Review Comms Plan rollout for WH
Date: Tuesday, November 28, 2017 5:23:27 PM
Attachments: [Communications Rollout_Monument Review.docx](#)

Attached is the Word version of the Comms Plan. I corrected page 10 to reflect the edits on UTAH background.

Monument Review: Department of the Interior Outreach Rollout Plan



SECTION I: INTRODUCTION

Plan Title: Monument Review DOI Outreach Rollout Plan

What is the action triggering this communications plan?

The signing of proclamations modifying the boundaries for the Bears Ears National Monument and the Grand Staircase Escalante National Monument

Public release by the White House of the National Monument Review report requested in President Trump's Executive Order 13792, entitled "Review of Designations under the Antiquities Act."

What is the proposed date for this action? Why has it been selected? Is it flexible?

The proposed date of this action is December 4 when POTUS will travel to Utah to sign two new proclamations - Bears Ears and Grand Staircase.

The release is based on the WH decision to release the report on December 6.

Which office is leading this communications effort and which other programs, regions or groups are involved?

DOI Office of Communications is leading the effort and External & Intergovernmental Affairs and Congressional Affairs are supporting.

SECTION II: GOALS

What is our ultimate goal here beyond simply informing people of this action?

To underscore that President Trump and Secretary Zinke's priority is to restore the local voice and right the abuses of past Administrations that overlooked rural America to please special interest NGOs. To also emphasize that the President and Secretary will protect public access to public lands for the benefit and enjoyment of the people. This means protecting private property rights and protecting and expanding access to hunting, fishing, and recreation.

SECTION III: KEY MESSAGES

What are our topline, big picture messages? *(These should be top concepts that readers should take away, including an understanding of why this action matters and why they should care, not a list of facts, which should be placed in the appendix. List no more than three!)*

Restoring Past Overreach

Increasing Public Access

Giving Local Communities a Voice by Restoring Traditional Uses

Continuing Protection Where Warranted

Topline Message: These monument modifications will continue to protect objects and prioritize public access; infrastructure upgrades, repair, and maintenance; traditional use; tribal cultural use; and hunting and fishing rights.

Key points:

- We are righting past overreach. The Act requires only objects of significance are designated, within the smallest area compatible, and we are going to follow the law.
- We are increasing the public access that has been restricted by monument designations.
- We are making sure local communities have a voice by restoring traditional “multiple use” activities on these lands.
 - This will increase economic competitiveness, especially in rural communities, by allowing grazing, commercial fishing, logging, and in some cases, mineral development.
- We are continuing to protect public land, including keeping parts of monuments to protect objects of significance within the smallest areas compatible.
 - We’re not going to drill in public parks.
 - We’re not going to sell public lands.
 - We’ll protect objects in the “smallest area compatible” with the proper care of the objects to be protected.

Secondary/Additional Messages:

Righting Past Overreach, since past Presidents have not followed the law

- The Antiquities Act requires that objects be of significance, the area reserved to protect the objects is the smallest area compatible, and that monuments be designated on federal land only.
- “Objects of significance” has been stretched to;
 - include landscape areas, biodiversity (Cascade Siskiyou), “viewsheds” (Katahdin Woods and Waters), World War II desert bombing craters (Organ Mountains Desert Peaks) and “remoteness” (Basin and Range National Monument); and
 - be selected only to fill in pre-identified boundaries that mirror failed Congressional attempts to designate areas.
- Smallest area compatible:
 - The first monument designated under the act was Devils Tower at almost 1,200. Several monuments designated since 1996 have been millions of acres.
 - President Obama established or expanded monuments on more than 550 million acres of land and water, more than any other President.
- On federal land:
 - Monument boundaries often encompass or are adjacent to private land, and in the case of the Cascade Siskiyou National Monument, the expansion contained 38% private land within the external boundary.

Increasing public access that has been restricted by monument designations

- Advocates often aim for a monument’s eventual designation as a National Park by Congress, and National Parks do not allow hunting and can restrict motorized access.
 - Many National Parks were first designated as National Monuments. Examples are the Black Canyon of the Gunnison, Bryce Canyon, Capitol Reef, Glacier Bay, Grand Canyon, Great Sand Dunes, Joshua Tree, Petrified Forest, Saguaro, and Zion.
 - Hunting was outright banned after the designation of Castle Mountains National Monument.
- Roads closures
 - Restrictions on vegetative management and maintenance activities have led to poorly maintained roads and even closures, for example in Cascade Siskiyou and Rio Grande Del Norte.
 - Roads have also been intentionally been closed as part of management plans in order to protect objects.

Restoring the local voice by allowing the traditional uses conducted on the land prior to designation to occur.

- Monument designations have put land “off limits” for traditional multiple-uses like ranching, timber harvest, fishing, resource development, infrastructure upgrades, and motorized recreation.

- Designating too much land for a national monument is harmful to the local tax base via the elimination of grazing, timber and mineral leases, as well as the elimination of hunting and fishing access.
- Monuments should not be designated to prevent rather than protect.
 - For example, subpoenaed emails and a Congressional investigation showed that Grand Staircase Escalante National Monument (GSENM) was designated to stop a Coal project

Continuing to protect public land

- These lands are already federal which therefore carry protection or have protective land designations.
- GSENM has over 800,000 of Wilderness Study Areas and Bears Ears National Monument (BENM) has almost 450,000 of Wilderness Study Areas or Wilderness.
- The National Environmental Protection Act and the Archeological Protection Act are just two of the many environmental laws passed after 1906 Antiquities Act that offer increased land protections.

Utah Monument Actions:

- The designations of the Grand Staircase-Escalante National Monument (GSENM) in 1996 and the Bears Ears National Monument (BENM) in 2016 represent the book-ends of modern Antiquities Act overreach.
- The Congressional, state, and locally elected officials are uniformly opposed to both monuments.
- BENM is nearly 1.5 million acres, and its boundary is almost identical to the boundary in legislation introduced in the 114th Congress, which could not pass.
- BENM contains a patchwork of federal, state, and private lands, including 381,000 acres of Bureau of Land Management (BLM) Wilderness Study Areas, a 46,353-acres Wilderness Area on Forest Service land, a 290,000 acre National Forest, and a 7,400 acre National Monument within the boundary.
- The modification of BENM to protect actual objects of significance will result in two new monument units, which are a combined 230,000 acres.
 - This is bigger than Bryce Canyon National Park (36,000 acres) and Zion National Park (148,000 acres) combined.
 - This will restore the majority of the National Forest and a significant amount of BLM land- by removing the confusing federal management regime.
 - The modification will also allow for increased motorized access, grazing, and active management of the rangeland.
- GSENM is the poster child for Antiquities Act overreach and abuse. As outlined in a 1997 House Natural Resources Majority Report, which included subpoenaed emails from the CEQ:
 - the designation of GSENM was politically motivated to assist President Clinton's reelection campaign;

- the plan to designate the monument was purposefully kept secret from the Utah congressional delegation;
- the Monument designation was put forward even though Clinton Administration officials did not believe the lands proposed for protection were in danger; and
- use of the Antiquities Act was intended to avoid Congressional involvement in land designation decisions and to evade NEPA;
- GSENM was designated to prevent the development of a coal project, the environmental review of which had been underway for almost seven years.¹ The area boasts vast reserves of low-sulfur coal that were reportedly valued at over \$1 trillion at the time of designation.
- The modification of GSENM to protect actual objects of significance will result in three new monument units, which are a combined 999,900 acres, and still offer substantial protection.
- The modification will also allow for increased motorized access, grazing, and active management of the rangeland.

TPs on Monuments and Sportsmen:

- Access to public lands is absolutely vital to hunting and fishing. It's one thing to say land is "public land" however if the land is physically inaccessible or certain uses are banned, problems arise.
- Many monument proclamations specify that hunting and fishing will be permitted within the monument, however it is common for monument designations to prevent construction of future roads or management plans allow many roads to fall into disrepair, making the land inaccessible for hunting.
- Recently, proclamations have removed guarantees for recreational access and hunting from management plans as wilderness designations have become a favorite tool of environmentalists.
- Anti-hunting groups often push for monument designations and simultaneously plan to lobby for bans on hunting and shooting access during the management plan process which occurs after designation.
- Further, these groups hope that these National Monuments eventually become National Parks. There several examples of National Parks that were first designated as monuments.

TPs on the EO and background on AA:

- The Antiquities Act calls for the President to designate objects such as “historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest.
- The Antiquities Act mandates that the limits of the parcels of land reserved as National Monuments “shall be confined to the smallest area compatible with the proper care and management of the objects to be protected”, and be designated on federal land.
- Despite this clear directive, objects have been extended to include landscape areas, biodiversity, and view sheds, and 'smallest area' has become the exception and not the rule.
- Objects have oftentimes been selected only to fill in pre-identified boundaries that mirror failed Congressional attempts to designate areas under protective designations.
- Monument boundaries often encompass or are adjacent to private land, and in one case a monument expansion contained 38% private land within the external boundary.
- Many of the most controversial national monuments were designated or expanded in the waning days of a presidency after partisan efforts to designate the land stalled in Congress. This is a clear violation of the will of the People and an overuse of executive power.
- Presidents have reduced the size of monuments around 19 times in the past. The most significant reduction was in 1915 under President Woodrow Wilson, when he halved Mount Olympus National Monument (it has since become a National Park).
- On April 26, 2017, President Donald J. Trump signed Executive Order 13792, entitled “Review of Designations under the Antiquities Act.”
- President Trump’s executive order limited the review to monuments designated after January 1, 1996 and over 100,000 acres in size, or monuments that the Secretary deems to have been created without adequate public input.
- The order directed the Secretary to submit an interim report on Bears Ears National Monument within 45 days. The report was delivered to the White House on June 10, 2017.
- The order directed the Secretary to submit a report on all other monuments under review within 120 days, August 24, 2017.

TPs on the Monument Review Process

- The Secretary opened up of a formal comment period for the review. This is the first time ever that a formal comment period was open on regulations.gov for national monuments designated under the Antiquities Act.
- Secretary Zinke has visited eight national monument sites in six states (Bears Ears, Grand Staircase, Northeast Canyons and Seamounts Marine Monument, Katahdin Woods and Waters, Cascade Siskyou, Organ Mountains Desert Peaks, Gold Butte, and Basin and Range). He's held dozens of meetings with Tribal, local and state government officials, local stakeholders, and advocates from conservation, agriculture, tourism, and historic preservation organizations. The Secretary met with people and organizations who represent all sides of the issue. (PS - He traveled to Giant Sequoia and Upper Missouri River Breaks National Monuments before the review)
- Interior also established a formal public comment period for the monument review. This is the first time ever a formal comment period occurred for Antiquities Act-designated National Monuments.

Fact and Fiction of the Monument Review:

Myth: No president has shrunk a monument.

False: Monuments have been shrunk at least ten times under presidents on both sides of the aisle. Some examples include Pres. John F. Kennedy removing 2882 acres from Bandelier, Presidents Taft, Wilson, Coolidge reducing Mount Olympus National Monument, and President Eisenhower reducing Great Sand Dunes National Monument in Colorado.

Myth: The monument review will sell/transfer public lands to states

False: This is not true. The Secretary is adamantly opposes the sale or transfer of public lands. Under the Antiquities Act, the monuments are designated on already federal land. Therefore, if any monument is rescinded or shrunk, the land would remain federally owned and be managed by one of the land management agencies such as the Bureau of Land Management, U.S. Forest Service, U.S. Fish and Wildlife Service, or the National Park Service.

Myth: Removing the monument designation from land will leave Native American artifacts and paleontological objects at risk.

False: This is not true. Whether these objects are found on land designated as a monument, national forest, traditional BLM land, or other federal land, it is illegal to remove or disrupt

the objects without a permit issued by the federal government.

Myth: The monument review will close/sell/transfer national parks

False: No national parks are under review. Of the 27 national monuments that are under review, only 2 are managed by the National Park Service and neither of them were recommended for rescission or boundary adjustments. The Secretary has continually committed he is against the sale/transfer/privatization of public lands, especially national parks. While two of the monuments are managed by the National Park Service - much like historic sites, national recreation areas, and national seashores - none of them are National Parks.

Myth: The review was done without meeting advocates for national monuments

False: The Secretary visited eight monuments in six states and personally had more than 60 meetings with hundreds of local stakeholders. Individuals and organizations represented all sides of the debate ranging from environmental organizations like the Wilderness Society and Nature Conservancy to county commissioners and, residents, and ranchers who prefer multiple use of the land.

Myth: Tribal Nations were not consulted

False: This is patently false. Before traveling to Utah, the Secretary met with Tribal representatives in his office. On his first day in Utah in May, the Secretary met with the Bears Ears Inter-Tribal Coalition in Salt Lake City, for just under two hours. Throughout the four-day survey of the Utah monuments, the Secretary also met with local Tribal representatives who represent different sides of the debate. The Secretary also met with Tribal representatives for their input on several other monuments from Maine to New Mexico to Oregon and everywhere in between. Additionally, the Department hosted several Tribal listening sessions at the Department and across the country, including a four hour session with the Acting Deputy Secretary on May 30th.

SECTION IV: OUTREACH BREAKDOWN BY STATE

State-by-State Outreach

UTAH

Bears Ears National Monument | Grand Staircase Escalante National Monument

Background -

Bears Ears -

- Portions of Bears Ears is home to significant recreational opportunities, including hiking, backpacking, canyoneering, mountain biking, and rock climbing.

• (b)(5) DPP [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- Key stakeholders are the Congressional delegation, state legislators, county commissioners and the local Navajo tribe.

Grand Staircase-Escalante -

- A Congressional Investigation [revealed](#) President Clinton designated this monument for political purposes and to shut down coal production.
- Clinton CEQ staff emails reveal they did not believe the lands proposed for protection were in danger.
- The designation of the monument was purposefully kept secret from the Utah delegation, and the Governor of Utah was notified of the designation by reading it in the paper the day of.
- The monument's restrictive management has resulted in reduced grazing opportunity, and lack of motorized vehicle access.
- The inability to develop the land resulted in lost revenues and [hurt](#) Kane and Garfield counties by causing a decrease in personal and per capita income, a drop in school enrollment, and an exodus of some residents.
- Proposal seeks to continue to protect important paleontological resources, increase access and restore traditional uses. Key stakeholders are the Congressional delegation, state legislators, county commissioners and ranchers.
- Proposal seeks to increase road access. Key industry stakeholders are coal and ranchers.

Stakeholder Outreach -

Local Supportive Stakeholders:

(b)(5) DPP



Media

- Targeted Press - Deseret News, Salt Lake Tribune, St. George News, KSL, KUED, Moab Sun News
- Exclusive Embargo of the Utah Report - Jim Carlton will get Utah report ahead of time.
- Interview - AmyJoi O'Donoghue at Deseret News phone interview
- OpEd - CNN will get an OpEd from the Secretary to drop during the press event

OREGON

Cascade Siskiyou National Monument

Overall strategy/key message -

- Recommended changes to reduce the Obama expansion and open access to timber, protect grazing, and allow motorized transportation.
- The original 2000 designation was the first monument to protect biodiversity. The expansion by almost 48,000 acres on January 12, 2017 purported to create a necessary “buffer” to support the biodiversity objects outlined in the original Monument designation.
- In 2015, legislation was introduced that would have protected most of the areas in the proposed monument expansion through conservation and recreation designations.
- The expansion would reduce timber offered by BLM for sale by 4 to 6 million board feet per year.
- These are lands statutorily set aside for permanent forest production under the Oregon and California Revested Lands Sustained Yield Management Act of 1937 (O&C Act)
- The 2000 CSNM monument designation required a study to assess the compatibility of grazing with the biodiversity of the area and the subsequent study found threats to riparian objects. As a result, grazing has largely diminished in the original CSNM area.
- Motorized transportation was prohibited in the original CSNM designation.
- OMC lands.
- Recommendation is that the boundary should be revised to reduce impacts on private lands and remove O&C Lands to allow sustained-yield timber production under BLM’s governing Resource Management Plans until revised regional management plans achieves sustainable timber yield.
- (b) (5) DPP [REDACTED]
- (b)(5) DPP [REDACTED]

Stakeholder Outreach -

Local Supportive Stakeholders:

- (b) (5) DPP [REDACTED]

Other Stakeholders (opposed or no position):

- (b) (5) DPP [REDACTED]

Media

Targeted Press

NEVADA

Gold Butte National Monument / Basin and Range National Monument

Overall strategy/key message -

Gold Butte -

- Amending boundary to draw water from Virgin Valley. Important priority for Gov. Heller.
- The local water district has historic water rights for six springs and provides water for the City of Mesquite. Five of the six water district springs are located within the boundaries of GBNM
- The Gold Butte NM proclamation inaccurately states that livestock has not been permitted in the GBNM area since 1998 and therefore prevents issuing any new grazing permits or leases. In fact, there are 4 active grazing allotments administered by the Arizona Strip District, either fully or partially contained within GBNM, which have been authorized since 1998.
- Recommend that the boundary should be revised to protect historic water rights .
- Recommend also that Congress should enable tribal co-management of designated cultural areas within the revised GBNM boundaries.

Basin and Range National Monument -

- Basin Range was not included in proposed changes.

Stakeholder Outreach

Local Supportive Stakeholders:

- (b) (5) DPP [REDACTED]

(b) [REDACTED]
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(b) [REDACTED]
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Media

Targeted Press - Las Vegas Review Journal, Moapa Valley Press, Desert Valley Times, Mesquite Local News, Pahrump Mirror, Pahrump Valley Times, Las Vegas Sun, Reno Gazette Journal

Possible Exclusives - Henry Brean at Las Vegas Review Journal

MAINE

Katahdin Woods and Waters National Monument

Overall strategy/key message -

- A proclamation to promote healthy forests, active forest management, reduce dead and dying trees, reducing fuel. Allows for snowmobile trails/access. This was private land that was donated to Federal Government Key supporters are forest products services.
- Katahdin National Monument consists of just over 87,500 acres in Maine that were donated to the Federal Government for the purpose of inclusion in the National Park System.
- This land was private before its donation, and any traditional uses such as timbering, hunting, and snowmobiling were permitted as part of custom of the local area. While the land is now public and open for use, many are concerned that timber harvest and snowmobiling access will not be permitted in all parts of Katahdin.
- Though commercial timbering is not typically allowed in units of the National Park System, 54 U.S.C. 100753 provides limited authority for cutting of timber to “conserve...historic objects.”
- There is a strong historical role of timbering in the region, and the Katahdin Proclamation gives extensive attention to this as part of the narrative for the designation.
- Secretary recommends that the Proclamation be amended to promote a healthy forest through active timber management.

Stakeholder Outreach -

Local Supportive Stakeholders

(b) [REDACTED]
) [REDACTED]

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[REDACTED]

Other Stakeholders (opposed or no position)

(b)
(5)

[REDACTED]

Media

Targeted Press - Bangor Daily News, Penobscot Times, WABI, Portland Press Herald, WMTW, Maine Public Radio, Fox 22, AP, WGME, WLBZ/WCSH

Possible Exclusives - Patrick Whittle (AP)

NEW MEXICO

Organ Mountains Desert Peaks National Monument / Rio Grande Del Norte National Monument

Overall strategy/key message -

Organ Mountains Desert Peaks -

- This is about grazing access. Solidifying grazing language. There is already a wilderness-designation study in progress.
- There is a concern about border security resulting from the designation, as the Proclamation restricts motorized transportation close to the border.
- The remoteness and topography of the Potrillos Mountain Complex lends itself to a drug smuggling route and needs to be monitored.
- The Potrillos Mountain Complex also encompasses the Mesilla groundwater basin. The basin has an unknown potential to address future water needs, recharge, salinity control, and storage.

(b)(5) DPP [Redacted]

Other Stakeholders (opposed or no position)

(b)(5) [Redacted]

Media

Targeted Press - Arizona Republic, Tucson Star, AP
Possible Exclusives

CALIFORNIA (no changes)

Berryessa Snow Mountain, Carrizo Plain, Giant Sequoia, Mojave Trails, San Gabriel Mountains, and Sand to Snow National Monuments (no recommendations)

Stakeholder Outreach

Local Supportive Stakeholders

(b)(5) DPP [Redacted]

Other Stakeholders (opposed or no position):

(b) [REDACTED]

Media

Targeted Press - SF Chronicle, LA Times,
Possible Exclusives

MASSACHUSETTS & RHODE ISLAND (Proclamation)

Northeast Canyons and Seamounts National Marine Monument

Overall strategy/key message -

- The Monument prevents fishing and lobstering and impacts the ability of fishermen to make a living. The Secretary's recommendation is that the Proclamation should be amended to allow commercial fishing and ensure the practice is managed under the Magnuson-Stevens Fishery Conservation and Management Act.
- In its public comments, the New England Fisheries Council state that 1) management in NCSNM should remain under the Magnuson-Stevens Fishery Conservation and Management Act and 2) the designation of NCSNM disrupts the Council's ability to manage species to balance protection with commercial fishing.

Stakeholder Outreach -

Local Supportive Stakeholders:

(b) [REDACTED]

Other Stakeholders (opposed or no position):

(b) [REDACTED]

Media

Targeted Press
Possible Exclusives

HAWAII

Papahānaumokuākea National Monument (no changes)

Stakeholder Outreach

Local Supportive Stakeholders

(b) (5) DPP
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Other Stakeholders (opposed or no position):

(b) (5) DPP
[Redacted text block]

Media

Targeted Press
Possible Exclusives

AMERICAN SAMOA

Rose Atoll & Pacific Remote Islands

Overall strategy/key message -

Rose Atoll -

Rose Atoll is also designated as a National Wildlife Refuge by cooperative agreement between the Government of American Samoa and the U.S. Fish & Wildlife Service. Commercial fishing is prohibited in Rose Atoll National Monument. Fishing in American Samoa is a mixture of commercial, subsistence, traditional, and sport fishing. American Samoa's economy is heavily dependent on can tuna fish production, and many monument

Pacific Remote Islands -

- Commercial fishing is prohibited within the Pacific Remote Islands National Monument.
- Prior to monument designation, there were Hawaiian and American Samoan longliners and purse seiners vessels operating. Indirect benefits of the purse seine fishery is important to the economy of American Samoa, which is heavily dependent on these vessels. (American Samoa is under jurisdiction of DOI).
- The Proclamation should be amended to allow commercial fishing and ensure the practice is managed under the Magnuson-Stevens Fishery Conservation and Management Act.

Stakeholder Outreach

Local Supportive Stakeholders:

[REDACTED]

Other Stakeholders (opposed or no position):

Media

Targeted Press (**work with Insular; they should be happy**)
Possible Exclusives

MONTANA

Upper Missouri Breaks National Monument (no changes) | Badger II Medicine Area (proposed)

Stakeholder Outreach -

Local Supportive Stakeholders:

[REDACTED]

Other Stakeholders (opposed or no position):

Targeted Press - Flathead Beacon, Daily Inter Lake, Great Falls Tribune, Missoulian, AP, MTN TV, ABC/FOX

Possible Exclusives - Matt Brown at AP, Karl Purkett at GF Tribune

IDAHO

IDAHO

Craters of the Moon National Monument (no changes)

Overall strategy/key message – Ask key stakeholders to commend Secretary Zinke’s thoughtful, inclusive approach.

Stakeholder Outreach -

Local Supportive Stakeholders:

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Other Stakeholders (opposed or no position):

Media

Targeted Press

Possible Exclusives

Possible Exclusives

WASHINGTON

Hanford Reach National Monument (no changes)

Stakeholder Outreach

Local Supportive Stakeholders:

1. [REDACTED]
 2. [REDACTED]
 3. [REDACTED]
 4. [REDACTED]
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 94. [REDACTED]
 95. [REDACTED]
 96. [REDACTED]
 97. [REDACTED]
 98. [REDACTED]
 99. [REDACTED]
 100. [REDACTED]

Other Stakeholders (opposed or no position):

Media

Targeted Press

Possible Exclusives

COLORADO

Canyons of the Ancients National Monument (no changes)

Overall strategy/key message - Ask key stakeholders to commend Secretary Zinke's thoughtful, inclusive approach.

Stakeholder Outreach -

Local Supportive Stakeholders

Other Stakeholders (opposed or no position)

Media

Targeted Press

Possible Exclusives

KENTUCKY

Camp Nelson (potential monument) [2]

Camp Nelson was a Union depot, training center, and hospital that also served as the third largest recruitment and training center for African-American regiments during the Civil War.

Stakeholder Outreach

Local Supportive Stakeholders:

(b) (5) DPP
[Redacted text block]

Other Stakeholders (opposed or no position):

(b) (5) DPP
[Redacted text block]

Media

Targeted Press
Possible Exclusives

SECTION V: IMPLEMENTATION

What is the overarching plan for reaching specific audiences with our key messages?

(Explain the strategic approach and list key tactics)

Targeted approach in the states and areas in which relevant Monuments are. DOI op-eds, asking surrogates to write op-eds, do TV, Radio appearances.

How will internal audiences be informed and engaged? *(Be specific! External communications plans will not be approved unless internal communications are adequately addressed)*

Through media alerts, ICYMI, sharing Secretary Zinke op-ed and positive stories via targeted and frequent e-mails.

Which communications tools are needed to support these strategies and tactics? *(Be as specific as possible about the products identified and who will produce them)*

Tool	Responsible	Due Date
Communications strategy	DOI Comms	(b)(5) DPP
Secretary Op-ed	DOI Comms	
Press Release	DOI Comms	
Television/Radio Interviews	DOI Comms	
Social Media	DOI Comms	
Surrogate echo and amplify through all of the above	DOI Comms, External Affairs, Congressional Affairs	

Implementation timeline *(If not known, put TBD or the number of days/hours before/after the announcement)*

Date and Time	Tactic	Responsible
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All times are in the Eastern time zone

(b)(5) DPP	Governor phone calls	DOI Office of External & Intergovernmental Affairs
	Congressional phone calls	DOI Office of Congressional Affairs
	Other external supportive stakeholders	DOI Office of External & Intergovernmental Affairs
	WH releases Monument Report	WH
	Supportive Surrogate op-eds, blogs, social media newsletter, TV, radio	DOI Comms, Intergovernmental & External, & Congressional
	POTUS TRIP	WH

Governor Call List *(Who needs to be called in person by a senior staff member and who will that senior staff member be? Note: not all plans will require such in-person calls)*

Governor Name	Contact Info	Pro/Anti/Neutral	Contact By	
Gary Herbert (Utah)	Kathleen Clark	Pro	OIEA (Steve and Tim)	(b)(5) DPP
Paul Lepage (Maine)	Lance Libby	Pro	OIEA (Steve)	
Kate Brown (Oregon)	Drew Johnston	Anti	OIEA	
Brian Sandoval (Nevada)	Ryan McGinnes	Pro	OIEA (Steve and Tim)	
Susan Martinez (New Mexico)	Loren Hatch	Pro	OIEA (Steve)	
Doug Ducey (Arizona)	Danny Seiden	Pro	OIEA (Steve and Tim)	
Jerry Brown (California)	Katie Mathews	Anti	OIEA (Steve)	
Charlie Baker (Massachusetts)	Dave Garriepy	Pro	OIEA (Steve)	
Gina Raimondo (Rhode Island)	Matthew Bucci		OIEA (Steve)	

David Ige (Hawaii)	Lisa Hiraoka	Pro	OIEA	
Lolo Matalasi Moliga (American Samoa)	Tasileta Loane	Pro	OIEA	
Steve Bullock (Montana)	Adam Schafer	Anti	OIEA	
Butch Otter (Idaho)	Sam Eaton	Pro	OIEA (Steve and Tim)	(b)(5) DPP
Jay Inslee (Washington)	Sam Ricketts	Anti	OIEA	
John Hickenlooper (Colorado)	Robert Randall	Anti	OIEA	
Matt Bevin (Kentucky)	Leann Veatch	Pro	OIEA (Steve)	

Stakeholder contacts *(For each, paste in a table that provides organization name, contact person, contact information as appropriate, and the name of the person responsible for making contact)*

Internal

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External Pro

Stakeholder Name	Contact Info	Pro/Anti/ Neutral	Contact By	
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NRA	Chris Cox	Pro	OIEA (Todd)	(b)(5) DPP
Congressional Sportsmen's Foundation	Jeff Crane	Pro	OIEA (Ben)	
Rocky Mountain Elk	Mark Lambrecht	Pro	OIEA (Ben)	
Boone & Crockett	Tony Schoonen	Pro	OIEA (Ben)	
National Shooting Sports Foundation	Larry Keane	Pro	OIEA (Ben)	
Safari Club International	Anna Seidmen	Pro	OIEA (Ben)	
Sportsmen for Fishing & Wildlife	Don Peay	Pro	OIEA (Ben)	
Dallas Safari Club	Glenn LeMunyon		OIEA (Ben)	
BoatUS	Chris Edmondson		OIEA (Ben)	
Delta Waterfowl	John Devney		OIEA (Ben)	
Center for Sportfishing Policy	Jeff Angers		OIEA (Ben)	
Snow Mobile Association	Dan MacNamara		OIEA (Ben)	

National Stakeholder/Partner Contacts

Stakeholder Name	Contact Info	Pro/Anti/Neutral	Contact By	
Sutherland Institute	Matt Anderson	Pro	OIEA (Jason)	(b)(5) DPP
ALEC	Karla Jones	Pro	OIEA (Jason)	
Americans For Prosperity	Chrissy Harbin	Pro	OIEA (Jason)	
Americans for Tax Reform	Paul Blair	Pro	OIEA (Todd)	
Americans For Prosperity Utah	Evelyn Everton	Pro	OIEA (Todd)	

				(b)(5) DPP
Competitive Enterprise Institute	William Yeatman	Pro	OIEA (Todd)	
Heritage Foundation	Katie Tubb Nick Loris	Pro	OIEA (Jason)	
FreedomWorks	Patrick Hedger	Pro	OIEA (Jason)	
PAC West	Paul Phillips	Pro	OIEA (Jason)	
Land Conservation Assistance Network	Amos Eno	Pro	OIEA	
PERC	Shawn Regan	Pro	OIEA	
Public Lands Council	Ethan Lane	Pro	OIEA	
National Beef Association	Ethan Lane	Pro	OIEA	

Strata Policy Center	Parker Jeppesen	Pro	OIEA (Jason)	(b)(5) DPP
Eagle Forum	Tabitha Walter	Pro	OIEA (Jason)	
FIRM Country (Utah)	Stan Summers	Pro	OIEA (Jason)	
James Madison Institute	Dan Peterson	Pro	OIEA (Jason)	
Independence Institute	Amy Cooke	Pro	OIEA (Jason)	
Maine Woods Coalition	Anne Mitchell	Pro	OIEA (Jason)	
Montana Policy Institute	Brent Mead	Pro	OIEA (Jason)	
Stewards of San	Jami Bayless	Pro	OIEA	

Juan County				(b)(5) DPP
Texas Public Policy Foundation	Chuck Devore	Pro	OIEA (Jason)	
Utah Farm Bureau	Randy Parker	Pro	OIEA	
The Maine Heritage Policy Center	Nick Murray	Pro	OIEA (Jason)	
The Coalition for Self Government in the West	Matt Anderson	Pro	OIEA (Jason)	
ConservAmerica	Rob Sisson	Pro	OIEA (Jason)	
Associated California Loggers	Eric Carlson	Pro	OIEA	
Idaho Freedom Foundation	Fred Birnbaum	Pro	OIEA (Jason)	
RStreet	Eli Lehrer	Pro	OIEA (Jason)	
American Forest Resource Council	Travis Joseph (503) 222-9505	Pro	OIEA	
Specialty Equipment Market Association	Eric Snyder	Pro	OIEA (Ben)	
American Conservative	Michi Iljazi	Pro	OIEA (Todd)	

Union				(b)(5) DPP
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Congressional emails

Office	Member	State	DC Staff Email	Action
Delegate	Aumuna Amata	Am. Samoa	casey.brinck@mail.house.gov	(b)(5) DPP
Senator	Cory Gardner	CO	curtis_swager@gardner.senate.gov	
Rep	Scott Tipton	CO	Liz.Payne@mail.house.gov	
Rep/Sen	Mike Simpson / Jim Risch / Mike Crapo	ID	james.neill@mail.house.gov / darren_parker@risch.senate.gov / andrew_earl@crapo.senate.gov	
Rep	Andy Barr	KY	clair.osborn@mail.house.gov	

Senator	Angus King	ME	morgan_cashwell@king.senate.gov	(b)(5) DPP
Senator	Susan Collins	ME	olivia_kurtz@aging.senate.gov	
Rep	Bruce Poliquin	ME	kate.renz@mail.house.gov	
Senator	Steve Daines	MT	meghan_thacker@daines.senate.gov	
Senator	Dean Heller	NV	andrew_williams@heller.senate.gov	
Rep	Greg Walden	OR	riley.bushue@mail.house.gov	
Rep.	Newhouse	WA	seanv.obrien@mail.house.gov	

Committees

Congressional Affairs will contact authorizing committee staff; Division of Budget will contact Appropriations Committee staff

SECTION VI: SOCIAL MEDIA PLAN

How will social media be used to help in messaging to target audiences and achieve communications goals?

Twitter, Facebook will be used to echo and amplify Secretary's messages through original content and retweets and sharing of posts.

Lead accounts to be used:

Twitter: [@WhiteHouse](#), [@POTUS](#), [@SecretaryZinke](#), [@Interior](#), [@DOIDepSec](#)

Facebook: [@WhiteHouse](#), [@POTUS](#), [@SecretaryRyanZinke](#) and [@USInterior](#)

Secondary accounts to share messaging:

[@BLMNational](#), [@BLMUtah](#), [@BLMNewMexico](#), [@blmnv](#), [@BLMOregon](#)

Hashtags:

#Monument

Photos:

Links:

Twitter messages:

Facebook messages:

Other platform messages:

SECTION VII: PRIMARY POINTS OF CONTACT

Media coordinators *(For Department-level plans, list at least one person from DOI Comms and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)*

Heather Swift

Congressional coordinators *(For Department-level plans, list at least one person from DOI Congressional and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)*

Micah Chambers

Social media coordinators *(Enter name, email and phone)*

Heather Swift, Rebecca Matulka

SECTION VIII: DOCUMENT INFO

29. Created by **Date created**

Russell Newell	9/1/2017
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30. Edited by **Date edited**

Heather Swift	9/1/2017
Eli Nachmany	9/1/2017

Alex Hinson	9/1/2017
Tim Williams	9/1/2017
Micah Chambers	9/1/2017

APPENDIX: ADDITIONAL BACKGROUND INFORMATION AND MATERIALS

DO NOT PUT OTHER MATERIALS SUCH AS FAQs, NEWS RELEASE OR TALKING POINTS IN THIS SECTION. KEEP THOSE AS SEPARATE DOCUMENTS.

(Consider the following: What is the historical context? Does this relate to other issues that may not immediately be apparent (consider other programs and regions)? Is there a scientific basis to this issue? If so what is it?)

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